



**PG – 918**

**I Semester M.B.A. Degree Examination, February 2017**

**(CBCS)**

**Management**

**Paper – 1.7 : COMMUNICATION SKILLS**

Time : 3 Hours

Max. Marks : 70

**SECTION – A**

Answer **any five** questions. **Each** question carries **five** marks. **(5×5=25)**

1. How communication plays an important role in business ? Explain.
2. Differentiate between formal and informal communication.
3. What measures do you suggest to make communication effective ?
4. Describe the oral communication process.
5. What are the different types of listening ? Explain.
6. Outline the steps in organizing your writing.
7. Explain the role of team in effective business communication.

**SECTION – B**

Answer **any three** questions. **Each** question carries **ten** marks. **(10×3=30)**

8. Explain the styles of letter writing. Which style you prefer ? How do you communicate negative and persuasive messages ?
9. Write a letter to Mr. Nayan working as accountant in your company. Confirming his services.

**P.T.O.**

PG – 918



10. Describe various sources of conflict. How various culture influences on the solving of conflicts aroused within an organisation ? Explain.
11. Explain in detail the role of modern technology in effective business communication with suitable example.

SECTION – C

12. **Compulsory** Case Study :

(1×15=15)

Draft an invitation to the inaugural function of 'management meet' organised by your institution. Venue is auditorium. Choose a date, imagine names and designations of guests and other dignitaries.